

Los Angeles County Metropolitan Transportation Authority

Paid Parking Pilot Program

Parking Management



Overview - Metro's Parking Program

- Metro currently operates over 22,000 parking spaces at 48 stations. This number will increase to approx. 25,000 spaces at 57 locations when Expo II and Foothill Extension open for operation in 2016.
- Metro's parking program provides an important first/last mile connection service for Metro patrons.
- The Paid Parking Pilot Program ("Pilot Program") was developed to encourage parking availability for Metro patrons at parking facilities currently operating at capacity, provide funding to improve parking facilities and enhance the overall customer experience.
- The Pilot Program is being considered at nine (9) Metro Stations at a total of 4,753 parking spaces.



Why Paid Parking?

The Paid Parking Pilot Program is being recommended as part of the Supportive Transit Parking Program (STPP) Master Plan and will assess:

- The relationship between parking demand and ridership.
- Parking occupancy before and after pricing implementation.
- Changes in parking occupancy as pricing is adjusted.
- Parking enforcement needs.
- Innovative solutions for parking operations and management.



Pilot Locations and Pricing Recommendations

Pilot locations were selected based on their capacity, terminus locations, utilization and recent parking facility assessment findings. Key findings include:

- Transit parking at North Hollywood reaches capacity by 7am or earlier during weekdays.
- Transit parking at Universal and Sierra Madre reaches capacity by 8am during weekdays.
- Utilization at La Cienega/Jefferson continues to increase, as the Culver City Station has reached its capacity.
- Expo II has strong possibility for poaching because nearby parking facilities charge for parking.

Pilot Program - Proposed Pricing

Station	Rail Line	Transit User Daily Rate	Transit User Monthly Rate	Non-Transit Rider Daily Rate	# of Parking Spaces
Expo/Bundy	Expo II	\$2	\$59	\$20	250
Expo/Sepulveda	Expo II	\$2	N/A	\$15	260
17th St/SMC	Expo II	\$2	\$59	\$20	67
La Cienega/Jefferson	Expo I	\$2	N/A	\$17	485
Culver City	Expo I	\$2	N/A	\$17	586
Sierra Madre Villa	Gold	\$2	\$29 (existing rate)	\$17	965
Atlantic	Gold	\$2	\$29 (existing rate)	\$15	284
Universal	Red	\$3	\$55 (existing rate)	\$25	546
North Hollywood	Red	\$3	\$59 (existing rate)	\$25	1,310
Total					4,753



Conceptual Operating Plan

- TAP Card readers will be used to verify transit users vs. non-transit users.
- Parking Equipment capable of verifying proof of fare payment and use of the transit system within 96 hours will be used.
- Current permit holders will automatically convert to a monthly parking customer.
- Preferred Permit spaces will still be applicable and available to general transit patrons after specified times.



Arrival and Commuting Cost

Boardings and Arrival methods

	Weekday Boardings	% of Park and Ride at Station	% Arrive by Public Transit	% of Arrive by other Methods
North Hollywood	15,841	9%	62%	29%
Universal City	6,945	13%	60%	27%
Atlantic	2,138	8%	62%	30%
Culver City	4,713	15%	50%	35%

Commuting Cost

Station	Monthly Cost of Metro Commute Including Paid Parking at first location	Total of Gas + Monthly Parking in Downtown LA	Savings % - with Metro Parking Charge	Savings % - Free Metro Parking
North Hollywood	\$130.00	\$274	53%	74%
Universal City	\$130.00	\$258	50%	73%
		Average	51%	74%



Public Perception / Benefits

- Parking facilities are maintained through Metro's annual budget without generating any revenue to recover a portion of its costs.
- Surveys have found that some non-driving transit patrons perceive that their transit fare is subsidizing parking.
- The Pilot Program is estimated to generate approximately \$600,000 in net revenue.
- Pricing can be adjusted, or even eliminated, if there are significant impacts on ridership



Next Steps

- Incorporate feedback from Board, Service Councils and TAC
- Return to the Board in March 2016 with a complete operating plan, budget and Fee Resolution adjustment for the Pilot Program.
- Broad public outreach and notification in April 2016.
- Begin operation in May 2016.
- Staff will monitor and evaluate the Pilot Program every three months and will update the Board at the September 2016 Board meeting.

